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3 SEM TDC MP & A (CBCS) C 307

2023

(Nov/Dec)

COMMERCE

(Core)

Paper : C-307

(Management Principles and Application)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) State whether the following statements are True or False : 1×4=4
- (i) Administration always deals with planning and policies.
 - (ii) Supervision is an element of directing function of management.
 - (iii) Budgetary control is necessary for decentralizing the control system.
 - (iv) PERT stands for Project Evaluation and Review Technique.

(2)

(b) Choose the correct answer from the given alternatives : $1 \times 4 = 4$

(i) Which of the following is not an element of the management process?

- (1) Planning
- (2) Directing
- (3) Pricing
- (4) Staffing

(ii) The concept of work-study techniques includes

- (1) time study
- (2) fatigue study
- (3) motion study
- (4) All of the above

(iii) Controlling is related to

- (1) setting of objectives
- (2) fixing of responsibility
- (3) fixing of authority
- (4) assessing past performance

(3)

(iv) Return on Investment (ROI) is used to measure

- (1) efficiency of concern
- (2) financial position of concern
- (3) solvency of concern
- (4) credit worthiness of concern

2. Write short notes on any *three* of the following : $4 \times 3 = 12$

- (a) Micro-environment of business
- (b) Line organization
- (c) Job specification
- (d) Formal communication

3. (a) "Scientific management aims to develop each man to his greatest efficiency and prosperity." Discuss. 12

Or

(b) Critically examine the contribution of Henry Fayol in the field of management. 12

4. (a) What do you mean by decision-making? Discuss the traditional techniques of decision-making. $2 + 10 = 12$

Or

(b) Discuss the following in detail : $6 + 6 = 12$

- (i) SWOT analysis
- (ii) TOWS analysis

5. (a) What is functional organization? Discuss the demerits of functional form of organization. How does it differ from line organization? $3+5+4=12$

Or

- (b) "Authority can be delegated but accountability cannot." Explain the statement. 12

6. (a) Do leaders have common traits? Discuss in detail about various leadership theories. $4+8=12$

Or

- (b) Describe the various barriers to communication. What measures would you suggest to overcome them? $8+4=12$

7. (a) How far cost control acts as control device? Can production planning be helpful in cost controlling? $6+6=12$

Or

- (b) Discuss some of the important emerging horizons of management in the changing business environment. 12

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